

SB2432

Measure Title: RELATING TO HAWAII TOURISM AUTHORITY.

Report Title: Hawaii Tourism Authority; Brand Management Plan

Description:

Requires the Hawaii Tourism Authority to develop a brand management plan, which includes promoting tourism in the State with destination marketing and other organizations. Allows the Hawaii Tourism Authority to withhold sensitive information from public disclosure if it may be harmful to business interests or necessary to protect Hawaii's competitive advantage as a visitor destination. Requires the Hawaii Tourism Authority's annual report to include expenditures with descriptions and evaluations of programs funded, and recommendations. Makes various clarifying and housekeeping amendments throughout chapter 201B, HRS.

Companion: [HB2436](#)

Package: None

Current Referral: TSM, WAM

Introducer(s): KAHELE, GALUTERIA, GREEN, KEITH-AGARAN

<u>Sort by Date</u>		Status Text
1/17/2014	S	Introduced.
1/21/2014	S	Passed First Reading.
1/21/2014	S	Referred to TSM, WAM.
1/24/2014	S	The committee(s) on TSM has scheduled a public hearing on 01-29-14 3:00PM in conference room 229.



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourismauthority.org

Neil Abercrombie
Governor

Mike McCartney
President and Chief Executive Officer

Testimony of
Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority
on
S.B. No. 2432
Relating to Hawaii Tourism Authority
Senate Committee on Tourism
Wednesday, January 29, 2014
3:00 p.m.
Conference Room 229

The Hawaii Tourism Authority (HTA) strongly supports S.B. No. 2432, which is a housekeeping bill and also makes amendments in response to the Legislative Auditor's 2013 report.

S.B. No. 2432 deletes redundant language relating to the moneys deposited into the Convention Center Enterprise Special Fund and HTA's authority to "manage, improve, and protect the natural environment and areas frequented by visitors.

S.B. No. 2432 responds to the findings of the Legislative Auditor, by deleting language from the old law relating to the Office of Tourism, which was incorporated into the law when HTA was established, and inserts language to direct HTA to focus on strengthening the Hawai'i brand by marketing and development of the product and experience through a brand management plan. The brand management plan includes the strategies for brand marketing, brand sustainability, and brand experience. The "Hawaii brand" is defined as "...the programs that collectively differentiate the Hawaii experience from other destinations."

Other amendments proposed in the bill restructure the law for clarity and to conform to the other changes made in the bill.

For these reasons, we strongly urge the passage of S.B. 3432.

Thank you for the opportunity to offer these comments.